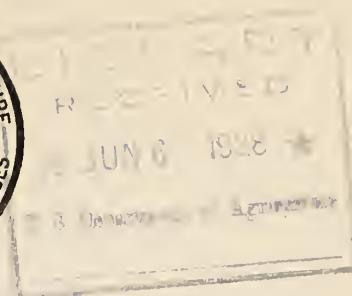


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May 2, 1928

EXTENSION SERVICE

OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

# THIS LOOKS GOOD

LETTERS THAT PULL

H.W.Hochbaum

Agriculturist, Eastern States.

It would be difficult to find more appealing and effective circular letters than the series of illustrated printed letters prepared by H.S.Heckard, County agricultural agent, Wayne County, Ind., and used in the "Grow soy-bean hay" campaign which he has planned. The first of the series, typical of the rest, is printed on fine buff paper. Under the cooperative heading is an excellent local picture of a farmer planting soy beans labelled with the injunction: "Sow soy beans and grow good hay." On one side of the picture is this appeal to the farmers' want: "What's going in your abandoned wheat field?" On the other side is the solution. "Very little preparation will be necessary for soy beans in wheat ground."

The text of the letter given below shows how well Mr.Heckard has followed the formula that is so essential in writing an effective letter; i.e., WANT-SOLUTION-ACTION-SATISFACTION:

"On almost every Wayne County farm there is the problem of deciding what to do with those fields where wheat was winterkilled. There were approximately 27,000 acres of wheat sown in Wayne County last fall and at least 15,000 acres were killed by the severe winter and must be seeded to some other crop.

"Hundreds of acres of alfalfa and clover have been killed also. This means an extreme shortage of hay this summer.

"Soy beans can be grown satisfactorily in those fields where the wheat has been killed out. Soy beans will provide an excellent hay for next winter which is equal in feeding value to alfalfa. If the recommended practices listed below are followed you can expect a yield of from 2 to 3 tons of hay per acre. It is too late now to consider any other legume to meet the general hay needs for next winter.

"Why not sow a few acres of soy beans this spring where your wheat has been killed and be assured of some good legume hay for your livestock next winter?

"If you will sign and return the inclosed card, which needs no stamp, you will be sent further information on growing soy-bean hay."

A slogan, Grow Soy-Bean Hay The Recommended Way, and six brief injunctions for growing soy-bean hay form the footnote to the letter.

Mr.Heckard has written that the letters are well received as judged by the number of cards returned by readers. He feels that these letters have played a big part also in getting farmers to want to plant soy beans for hay, for every mail brings in a large number of enrollments in the campaign.

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Original distribution to all extension workers in the Eastern and Central States and extension directors and county agent supervisors in other states.

THIS BOOK IS